Foreword
Kashan Pirzada

The Determinant of Positive eWOM Intention: Perspective Social Media Users
Fadhel Audia Yusran, Kurniawati

A Systematic Review on Leadership Styles in Small and Medium-Sized Enterprises
Sharon Esther Anak Donny Sita, Nor Ashkin Mohd Nor

Cameroonian Consumers’ Attitude towards Tv Advertising Form and Content
ADAMOU HADJI Mohamadou, KUATE KAMGA Sangeniss Leblanc

COVID-19: Online Fashion Purchase Intention among Millennials
Kah Boon Lim, Sook Fern Yeo, Yiin Chii Ong, Cheng Ling Tan

Customer Satisfaction towards Mobile Food Delivery Apps during Covid-19 Pandemic
Goh Mei Ling, Ho Sew Tiep, Ng Zhu Er